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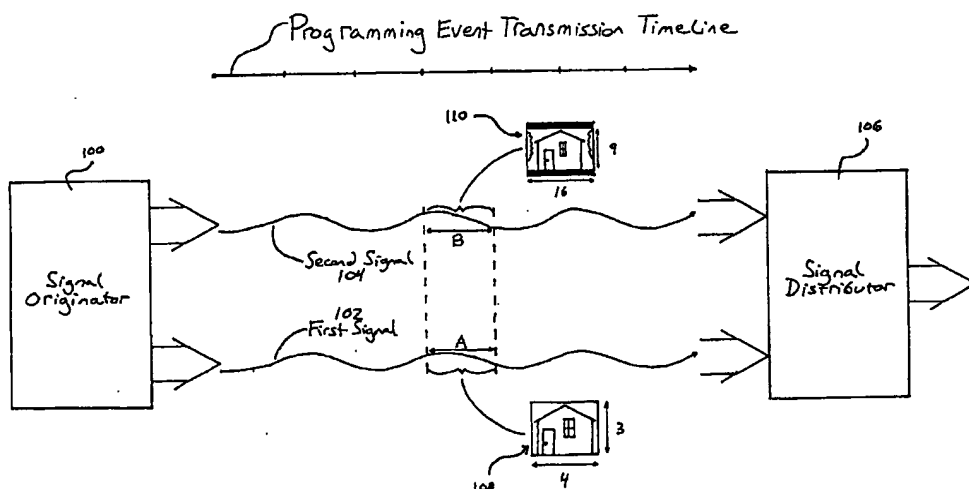
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(54) Title: METHODS FOR DISTRIBUTION OF TELEVISION PROGRAMMING EVENTS



(57) Abstract

Certain advantageous purposes may be achieved through providing or making available for comparison multiple presentations of a single programming event which are provided in the same time slot. Known signal origination and distribution technologies are employed to facilitate comparative viewing of a programming event in alternative "presentation formats" (300 and 302). In general terms, this is achieved by providing synchronized or chronologically continuous presentations of a single programming event in alternative presentation formats (300 and 302) such that a television viewer can alternatively receive and view the programming event in each of the alternative presentation formats (300 and 302). The viewer may thus alternate his viewing to make a comparison between the alternative presentation formats (300 and 302), for example, by switching the reception of his receiver (304) between the channels on which the presentations are transmitted, or by viewing the alternative presentation formats together if two television receivers are available or if the viewer's receiver (304) has "picture-in-picture" capability.